

## AAIM - Alliance for Academic Internal Medicine

AAIM is a consortium of five academically focused specialty organizations representing departments of internal medicine at medical schools and teaching hospitals in the United States and Canada.

### MEDIA TYPE

Business



### SOURCE

Membership, Opt-in, Direct response

### GEOGRAPHY

USA

### MAINTENANCE

Market Entry	<b>01/01/2010</b>
New to Manager	<b>08/05/2013</b>
Counts Through	<b>02/12/2018</b>

### DATA CARD MAINTENANCE

New To System	<b>08/05/2013</b>
Last Update	<b>02/16/2018</b>
Next Update	<b>10/01/2018</b>
Update Frequency	<b>QUARTERLY</b>

### SEGMENTS

11,042	Total Universe / Universe Rate	\$275.00/M
11,042	Active Members- Non Member Rate	\$275.00/M
11,402	Active Members- Member Rate	\$175.00/M
10,427	*Active Member Email - Member Rate	\$350.00/M
10,427	*Active Member Email - Non Member Rate	\$550.00/M

### DESCRIPTION

AAIM consists of the Association of Professors of Medicine (APM), the Association of Program Directors in Internal Medicine (APDIM), the Association of Specialty Professors (ASP), the Clerkship Directors in Internal Medicine (CDIM), and the Administrators of Internal Medicine (AIM). Through these organizations, AAIM represents department chairs and chiefs; clerkship, residency, and fellowship program directors; division chiefs; and academic and business administrators as well as other faculty and staff in departments of internal medicine and their divisions.

Postal & Matching Email

Designated Institutional Official  
 DIO's - 418  
 Dean of Medical School - 160  
 Chief Resident - 888

#### By Individual Alliance Groups

Administrators of Internal Medicine (AIM) 1,313  
 Association of Professors of Medicine (APM) 262  
 Association of Program Directors in Internal Medicine (APDIM) 5,018  
 Association of Specialty Professors (ASP) 2,944  
 Clerkship Directors of Internal Medicine (CDIM) 1,214  
 Medicine-Pediatrics Program Directors Association (MPPDA) 257

#### By Specialty

Allergy & Immunology - 64  
 Cardiology - 419  
 Cardio Vascular Disease - 72  
 Endocrinology - 301  
 Gastroenterology - 339  
 Geriatrics - 190  
 Hematology/Hepatology/Oncology - 261  
 Infectious Disease - 418

Nephrology - 342  
 Pulmonary & Critical Care Medicine - 390  
 Rheumatology - 224

Counts are subject to change with each update.

**PROFILE**

**Job Title (15.00/M)**

Director or Higher Level Executive Manager	4,508	
Chief Resident	1,228	
Dean of Medical School	791	
	159	

**Specialty (15.00/M)**

Allergy & Immunology -	64	
Cardiology -	419	
Cardio Vascular Disease -	72	
Endocrinology -	301	
Gastroenterology -	339	
Geriatrics -	190	
Hematology/Hepatology/Oncology -	261	
Infectious Disease -	418	
Nephrology -	342	
Pulmonary & Critical Care Medicine -	390	
Rheumatology -	224	

**Alliance Group (15.00/M)**

Administrators of Internal Medicine (AIM)	1,338	
Association of Professors of Medicine (APM)	259	
Association of Program Directors in Internal Medicine (APDIM)	5,314	
Association of Specialty Professors (ASP)	3,080	
Clerkship Directors of Internal Medicine (CDIM)	1,346	
Medicine-Pediatrics Program Directors Association (MPPDA)	251	

**Postal & Matching Email**

DIO's	418	
Dean of Medical School	163	
Chief Resident	866	

**SELECTS**

Interest Area	<b>\$15.00/M</b>
Job Title	<b>\$15.00/M</b>
Specialty	<b>\$15.00/M</b>
Alliance Group	<b>\$15.00/M</b>
State	<b>\$15.00/M</b>
Postal & Matching Email	

**AVERAGE INCOME**

Value **not available**

**MINIMUM ORDER**

Minimum Quantity	<b>1,500</b>
Minimum Price	<b>\$0.00</b>

**GENDER**

Male	<b>52%</b>
Female	<b>48%</b>

**NET NAME ARRANGEMENTS**

**Net Name is not allowed**

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

**Reuse is not allowed**

**CANCELLATION**

Charges	<b>\$100.00/F</b>
---------	-------------------

**CANCELLATION INSTRUCTIONS**

Orders may not be cancelled after file delivery, invoice amount is due in full. Postal orders will

be subject to a \$100 cancellation fee prior to delivery in the event a purchase request is received. Email order cancellations prior to delivery will incur a \$175 cancellation fee.

---

**KEY CODING****Key Coding is available**

Charges **\$5.00/M**

---

**ADDRESSING**

Email delivery **\$100.00/F**

NCOA Processed **\$95.00/F**

\*Email Set Up (2 Tests) **\$75.00/F**

\*Additional Tests Each After 2 **\$25.00/F**

---

**SPECIAL INSTRUCTIONS**

Sample mail piece and anticipated mail date required for list rental approval. All rentals are for one time use only. List must be destroyed after use. Lists may not be uploaded to a crm or used for telemarketing research. NCOA is applied upon request. Email Ordering - Client Supplied HTML with opt out link and corporate address must be included at the bottom of the offer. Prepayment required. Non member minimum order qty 1500 contacts. All email offers are deployed by Smart Source Media. Email records are not released to the end user.